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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl No.: 10/796,485 Confirmation No.: 2291  
Applicant: Steven M. Stone et al.  
Filed: March 9, 2004  
Group Art Unit: 3687  
Examiner: Andrew Joseph Rudy  
Title: **SYSTEMS, METHODS AND COMPUTER PROGRAM  
PRODUCTS FOR IMPLEMENTING PROCESSES RELATING TO  
RETAIL SALES**  
Atty Dkt. No. 940472-267909  
Customer No. **85426**

Mail Stop Issue Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT UNDER 37 C.F.R. § 1.312**

This Amendment is filed in response to the Notice of Allowance mailed September 23, 2010 and the Supplemental Notice of Allowance mailed September 27, 2010.

**Amendments to the Specification** begin on page 2 of this paper.

**Remarks** begin on page 3 of this paper.